

# GIFT *of* GIVING

NEWS FOR DONORS AND FRIENDS OF THE CLEVELAND FOUNDATION



## *Riverside GIVES*

COLLEAGUES COME TOGETHER TO RAISE MORE THAN \$400,000 TO SUPPORT COMMUNITIES DURING THE COVID-19 PANDEMIC

**INSIDE:** *Helping bridge Greater Cleveland's digital divide*





Welcome to the spring edition of Gift of Giving, the magazine for donors and friends of the Cleveland Foundation.

Spring traditionally carries a promise of renewal, and that sense feels particularly strong as we work our way out of the pandemic. With the COVID-19 vaccine rolling out in our region and across the country, we begin to see signs of a cautious emergence from the current crisis, and we are inspired as we watch our community continue to respond with tremendous generosity in these still-challenging times. In this issue, we'll see how investment management firm The Riverside Company helped communities across its business footprint cope with the spreading pandemic. We'll explore how the COVID-19 crisis has highlighted and exacerbated Northeast Ohio's deep digital divide — and we'll see how nonprofit organizations and individuals alike are helping to get our community better connected.



On the opposite page, we introduce Jack Ulman, a retired teacher who has dedicated his philanthropy to making sure the cultural institutions he's enjoyed throughout his life thrive for generations to come. These stories are just a few examples of the way Greater Clevelanders continue to reach out and support our communities in this time of great need.

We also have much to celebrate as we welcome several new members to the Cleveland Foundation Board of Directors: Frederick E. Bidwell, executive director and CEO of FRONT Exhibition Company; Margot James Copeland, former chair and CEO of the KeyBank Foundation; Randell McShepard, vice president of public affairs and chief talent officer for RPM International Inc.; Maria Spangler, director of community engagement for the Sherwin-Williams Company; Richard P. Stovsky, former vice chair of PricewaterhouseCoopers LLP; and Graham Veysey, neighborhood developer, entrepreneur and principal of North Water Productions. We are deeply grateful to our board members who have completed their terms of service, and we are thrilled to have this group of extraordinary business and community leaders bring their expertise and passion to help guide the foundation as it seeks to enhance the lives of all residents of Greater Cleveland. I invite you to visit us at [www.ClevelandFoundation.org/Board](http://www.ClevelandFoundation.org/Board) to learn more about our newest board members.

As always, we thank you for your partnership, generosity and steadfast commitment to Greater Clevelanders. We stand ready to help you make your greatest charitable impact.

Warm regards,

**Kaye Ridolfi**, Senior Vice President, Advancement

## New Offering: Racial Equity Investment Pool

Did you know? Among companies on the Russell 3000 Index, only 19% of all board seats are filled by women, and 10% are held by directors belonging to an ethnic minority group, according to a 2019 study by the Harvard Law School Forum on Corporate Governance. Hoping to make a difference in the underrepresentation of Black, Indigenous and People of Color (BIPOC) on public equity boards, the Cleveland Foundation's investment committee launched a Racial Equity Investment Pool in fall 2020. Likely the first of its kind among the largest U.S. community foundations, the pool is already valued at \$22 million.

This new pool is complementary to the foundation's Socially Responsible Investment Pool and offers some of the same socially-focused elements while also giving donors a more focused, mission-

driven investment option for racial equity. The pool invests in U.S. public companies that (1) are inclusive of BIPOC representation on their boards (targeting 50% more representation than the Russell 3000 Index), (2) have a history of fostering an inclusive, equitable and diverse workplace culture, and (3) have a stated commitment to racial equity. Outside the U.S., the pool invests with BIPOC-owned (>50%) investment firms to help equalize the diversity imbalance in investment management. With these tenets, the pool reflects the shared values and philanthropic spirit of generations of Cleveland Foundation donors.

**For more information on investing charitable assets in the Racial Equity Investment Pool, contact your donor advisor or call 216-685-2006.**

## Why I Give: Jack Ulman

**+** Jack Ulman knew from an early age that you don't need to be a billionaire to make a sizable impact. The retired Bedford High School teacher says his mother instilled in him a sense that anyone can — and should — support what they believe in. It's a philanthropic philosophy that he's proud to continue through several charitable gift annuities he's established at the Cleveland Foundation to support cultural institutions around Northeast Ohio, including the Rock & Roll Hall of Fame, the Cleveland Museum of Art, the Museum of Contemporary Art, the Cleveland Metroparks Zoo and more.

We talked with Ulman about his passion for helping make sure the institutions that bring him joy will continue to thrive.



### How did you come to be philanthropic?

I wanted to give my first gift to the Rock & Roll Hall of Fame because I work there as a volunteer, and I'm very aware of the educational opportunities that museum affords kids all over the world. That's how it started, and I've worked through giving to all the museums and institutions that have been a part of my childhood and then my adult life.

### How do you define philanthropy?

I'm a lifelong Clevelander, and I've greatly benefitted from the many institutions here, the museums, the zoo—all these creative places. It's an opportunity to repay some of the great things I've enjoyed.

### Can you share more about why cultural institutions are the focus of your philanthropy?

They're all places I've been going to all my life. I remember as a child going to the art museum with my mother, who was a single parent with limited income, and buying a brick. I remember her telling me that this was something we believe in, and we were going to help build this museum. That remains part

of my whole philanthropic outlook, which is how can I help the institutions that mean a lot to me.

I feel passionately about places that stimulate the mind, where there's an opportunity to see what's going on in the world as interpreted by artists or musicians. I find those things invigorating. And the Rock Hall is particularly special to me because of its educational programming. I was a teacher and a guidance counselor, so that's important to me because of my career. Music has a way of getting to kids that most of the world doesn't, and I really celebrate that.

### Cultural institutions have struggled during the pandemic. Can you share your thoughts on why it's more important than ever to support these institutions?

Cultural institutions rely so heavily on philanthropy. This year, unemployment and reduced income as a result of the pandemic have made it harder for many people to keep giving, so for those who find themselves in a position to still be able to give, those donations are particularly critical now.

### Why did you choose the Cleveland Foundation as a charitable partner?

I attended a Cleveland Foundation Annual Meeting a few years ago, and I got introduced to the work they do. I'm very impressed with what the foundation does with the money invested. The Cleveland Foundation has had an extremely successful investment plan. Even in down times, they've made money. I'm glad to see my money is working and that it's going to the right causes.

### What would you say to others to encourage them to give back?

Philanthropy is not only for the very wealthy, who have a named room at a museum. It's for people with average incomes like me, a schoolteacher, to get involved and do something for the future of the area and people who will be here long after I'm gone. It's not just the major givers, it's people who can make a small plan, which still adds up to a lifeline for museums and other institutions.

Visit [www.ClevelandFoundation.org/Ulman](http://www.ClevelandFoundation.org/Ulman) to hear more about what inspires Jack Ulman to give back and see his story on video.



▼ A grant from Riverside GIVES helped support Greater Cleveland Food Bank's drive-through food distribution events.



# RIVERSIDE GIVES

Colleagues come together to raise more than \$400,000 to support communities during the COVID-19 pandemic.

For many, the impacts of COVID-19 are felt closest to home. But as soon as the pandemic began to spread last spring, the 300-plus colleagues at The Riverside Company had a clear sense of the crisis on a wider scale. Representatives from the global investment management firm's 14 offices reported in regularly on the toll the virus was taking on their communities — from local government restrictions to remote learning models to struggling small businesses.

"It gave us a window into communities in a way that the evening news couldn't hope to accomplish," said Graham Hearn, the company's managing director and chief of staff. "It led us to want to be part of the solution."

In response to the tremendous need they were seeing, Riverside's senior management team was inspired to act. An initial round of fundraising among senior leaders quickly grew into Riverside GIVES — a company-wide corporate match program developed in partnership with the Cleveland Foundation. Through individual donations from employees

across every level of the organization along with matching dollars from the company itself, the firm raised more than \$400,000 to help communities cope with the impact of COVID-19.

"As a firm more fortunate than many, we felt compelled to give back to the communities in which we live and work. The decision was easy given the depth of the virus's impact and our ability to create positive change through this effort," said Co-CEO Stewart Kohl. "We had the chance to make a difference, which was a huge motivator."

## INSPIRED TO ACT

The company moved quickly to establish a corporate donor advised fund with the Cleveland Foundation to fast-track its grantmaking capabilities. "While Riverside is a global firm, our biggest office is in Cleveland, and we have a longstanding relationship with the foundation, so it was the first call we made," Kohl said. "The emergency of the pandemic allowed us to begin making grants within days of having the idea. We were able to quickly establish what we wanted to do based on that familiarity and our shared goals."

The response among the firm's employees was strong, even before the program was formalized. "Early on in the pandemic, we felt like we were paralyzed and stuck on

defense," Kohl said. "Many expressed a desire to do something. Creating Riverside GIVES filled a real need that they expressed."

Company participation went far beyond fundraising as the leadership team looked to the firm's network of employees to help direct grantmaking as well. "We trusted that our 300+ colleagues would best understand who needed help in their communities, so we wanted to find a way to give them direct control," said Kohl. "They're born investors, so many viewed their choices of charities in that way, and they were grateful for the chance to support people and causes near to them."

Through its corporate donor advised fund, the company supported nonprofit organizations across the United States. Locally, a grant from Riverside GIVES helped Greater Cleveland Food Bank address the spike in food insecurity across Northeast Ohio brought on by the COVID-19 pandemic.

"Typically we provide food to around 1,000 nonprofit partners," said Kristin Warzocha, Greater Cleveland Food Bank president and CEO. "With the pandemic, some of those partners have been forced to close down, and we have been providing direct service to the growing number of clients in need. We've served 100,000 people via our drive-through distributions in downtown Cleveland

## Voices of Riverside GIVES



Graham Hearn  
Managing Director  
and Chief of Staff



Danielle Zinn  
Global Marketing and  
Communications Consultant



Béla Szigethy  
Co-CEO



Stewart Kohl  
Co-CEO



Bárbara Alcântara-Campos  
Administration  
Manager



J.P. Fingado  
Operating  
Partner

alone, 25% of whom are new — having never needed emergency food assistance before."

A grant to Medworks USA helped the Cleveland-based organization continue to provide health care services to Northeast Ohio's uninsured and underinsured population. "We're a small team and a mighty team, and we rely on gifts like Riverside's to continue," said Melissa Siegel, Medworks program manager. "This is really significant to us, and we're really grateful."

Dallas-based New Friends New Life used its grant from Riverside GIVES to continue to support and empower formerly trafficked and sexually exploited women, teen girls and their children.

"Riverside GIVES' support will help ensure all of the 300 women and girls currently in our care are able to continue on in their journeys even in the wake of COVID-19," said

▼ Riverside GIVES supported Dallas-based New Friends New Life in assembling COVID care kits.



Annalise Peterson, grants manager for the organization.

## BIGGER THAN THE BOTTOM LINE

The formation of the initiative came as no surprise to Danielle Zinn, Riverside global marketing & communications consultant, who has worked with the company for more than a decade. "It truly aligns with the company's values," she said. "Riverside is like a family. To see the thought that was put into this effort, it just speaks to the nature of the company and the value it places on relationships."

The enthusiasm of the staff participating in the program, as well as the expressions of gratitude from the grantees, was overwhelming, according to Bárbara Alcântara-Campos, Riverside administration manager, who helped oversee the program.

"I was so proud to be part of this project, to be able to help others," she said. "Even after the program ended, I was still receiving messages of thanks."

Operating Partner J.P. Fingado said the program felt like an extension of the spirit of generosity built into Riverside's corporate culture. "It's one of the reasons I joined Riverside," he said. "I've always had the sense that Riverside is bigger than our bottom line. All companies want to grow their business, but here, there's a real sense that taking care of people is a priority."

Kohl said he and fellow Co-CEO Béla Szigethy have worked hard to build a company based on core principles. "Simply put, these can be boiled down to following

the Golden Rule. We always strive to leave great references in our wake."

The spirit that inspired the Riverside GIVES program predated the pandemic, and the company is committed to continuing to support the communities in which it does business through the current crisis and beyond.

"We want our people to be the spark in their communities," Kohl said. "We try to instill a sense of responsibility to do what's right and to give back in ways that inspire and engage employees. Whether that's providing time and flexibility to serve on a volunteer board, participating in community events or some other aspect of philanthropy, we try to foster a sense of community and giving every day of the year."

▼ Riverside GIVES supported health care services for Northeast Ohio residents through Medworks USA.



Visit [www.ClevelandFoundation.org/DAF](http://www.ClevelandFoundation.org/DAF) to learn more about establishing a donor advised fund at the Cleveland Foundation for your corporation or family. Hear more from Riverside GIVES grantees at [www.ClevelandFoundation.org/Riverside](http://www.ClevelandFoundation.org/Riverside).



# Connecting Greater Cleveland

A digital divide in Northeast Ohio — highlighted by the COVID-19 pandemic — puts many residents at risk of being left behind in a rapidly digitizing world. The Cleveland Foundation's Digital Excellence Initiative is helping build a stronger, more equitable digital community.

Before the COVID-19 pandemic pushed an even larger portion of our lives online, Greater Cleveland residents faced a stark digital divide. Broadband adoption rates are low in many Cleveland neighborhoods, with the connectivity crisis taking its largest toll on the city's marginalized populations. In recent years, Cleveland has been ranked among the worst internet-connected cities in the United States. According to the American Community Survey, more than one in five households in Cuyahoga County have no internet access of any kind, with more than half of Cleveland households that make less than \$20,000 completely disconnected from the digital world. Additionally, more than half of Cleveland residents over the age of 65 have neither a home computer nor internet access.

In a pre-COVID world, those without reliable access at home could fall back on coffee shops, libraries and schools. But as the pandemic forced closures of public spaces across the country, it illuminated the true depth of the digital divide.

"Once you take those things away, you see



how fragile the infrastructure in the community really is," according to Bryan Mauk, chief innovation officer of the Cleveland branch of PCs for People, a nonprofit organization dedicated to advancing digital inclusion.

The Cleveland Foundation helped bring PCs for People to Greater Cleveland in 2018 as part of the grantmaking effort that launched the foundation's Digital Excellence Initiative. What began as a series of grants to reduce Cleveland's digital divide has grown into a regional collaboration to ensure all residents can successfully participate in the digital world and economy.

## Bridging the digital divide

At launch, the Digital Excellence Initiative sought to address Northeast Ohio's digital divide while elevating Greater Cleveland's infrastructure, talent and research in digital technology and innovation. In addition to establishing PCs for People's Cleveland office, other early projects included a grant to Case Western Reserve University and Cleveland State University to fund an Internet of Things Collaborative—a joint research endeavor between the two institutions to advance IoT technology in the region. A \$250,000 grant from that first round of funding helped Digital C's ReStart program provide digital literacy skills training to Cleveland's underemployed residents.

With the onset of COVID-19, this work became even more urgent, particularly for students and older adults.

"Now more than ever, an in-home internet connection is required to participate in society and access critical services,"

according to Leon Wilson, Cleveland Foundation chief of digital innovation and chief information officer. "It is critical that we put the infrastructure in place to ensure all residents can get connected to weather the pandemic and stay connected in a post-COVID-19 world."

In July of 2020, the Cleveland Foundation partnered with Cuyahoga County to launch the Greater Cleveland Digital Equity Fund to fill the in-home technology gaps affecting Cleveland households. So far, the fund has raised nearly \$4.6 million and distributed nearly \$4.1 million. Beyond the fund, advocacy efforts have helped bring an additional \$1.5 million to digital equity in Greater Cleveland, provided by private sector groups and professional sports teams. The fund has covered the costs for 5,000 mobile hot spots with two years of unlimited data as well as up to 10,000 laptops and technical support for students in Greater Cleveland.

## Collaboration for connectivity

The Greater Cleveland Digital Equity Coalition, a group of more than 70 organizations across different sectors and fields, informally helps to guide the fund's dollars and align local efforts to address the digital divide. In the immediate term, the coalition has focused on quickly meeting the most urgent needs:

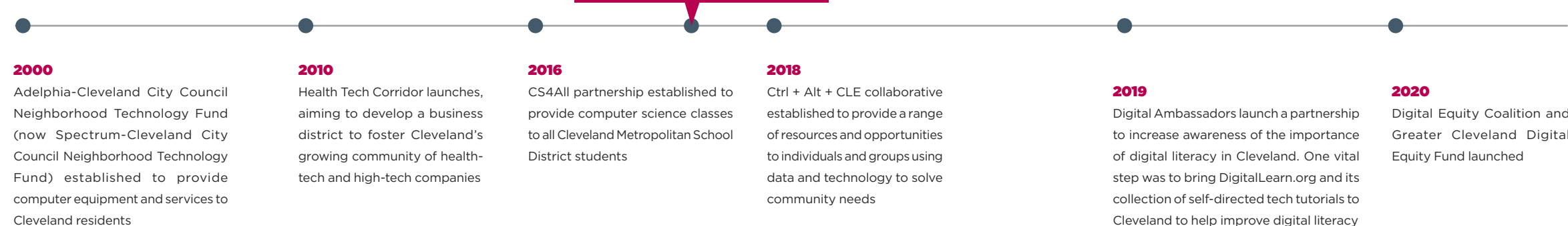
- Distributing devices and hotspots via local schools to help students successfully participate in remote learning;
- Supporting a virtual job fair, digital skills training and low-cost computers and internet service for job seekers; and
- Providing a technology resource guide, personalized digital navigator services and free computers for older adults.

While the coalition has focused much of its early work on responding directly to the connectivity challenges exacerbated by the pandemic, it ultimately seeks to create a better-connected community that will continue to thrive after COVID-19.

In the long term, the coalition is working to ensure all households have adequate computing devices, affordable internet coverage and technology infrastructure is available throughout Northeast Ohio, and digital skills classes are available to all residents.

*Want to learn more? Check out our YouTube channel to catch the Cleveland Foundation Annual Meeting panel discussion on closing the digital divide in Northeast Ohio, moderated by WKYC's Romney Smith. Want to help? Visit [www.ClevelandFoundation.org/DigitalEquity](http://www.ClevelandFoundation.org/DigitalEquity) to donate to the Digital Equity Fund.*

## Milestones in Digital Excellence



## Glenmede and its clients focus fundraising efforts on digital equity



The ability to communicate and connect with the world shouldn't be a privilege, especially not in times of crisis like the COVID-19 pandemic, according to Lawrence Hatch, regional director of the Ohio office of Glenmede, one of the nation's leading wealth management firms.

Hatch was concerned about the toll Northeast Ohio's digital divide was taking on many residents well before the pandemic threw a spotlight on the region's longstanding digital inequities. "I felt for a long time that getting people connected was important, and as the events of 2020 unfolded, I became more motivated to do something to address how the pandemic was creating a worst-case scenario for many families who found themselves completely cut off."

Glenmede clients and the firm's leadership shared Hatch's concerns. Together, Glenmede raised more than \$100,000 for the Cleveland Foundation's Digital Equity Fund, launched in 2020 to help fill the in-home technology gaps affecting Cleveland households.

"The whole idea came from clients talking to me, and the firm was immediately supportive," Hatch said. "We brought even more clients on board and were able to raise the funds very quickly. The Digital Equity Fund was the perfect vehicle for Glenmede clients and the firm to contribute."

Hatch is also a member of the Greater Cleveland Digital Equity Coalition, which helps guide the grantmaking of the Digital Equity Fund.

He said the Glenmede community hopes its contribution will help create a lasting impact on Greater Cleveland that will outlive the current crisis. "Connecting people to each other and the world will remain just as important after the pandemic leaves us," Hatch said.

## Save the date for Common Ground!



Join us for two weeks of community conversation celebrating the fifth anniversary of Common Ground from July 16-30!

This year, we invite the community to gather around

the theme: **Growing Common Ground: People, Place, Shared Power.** Visit [CommonGroundCLE.org](http://CommonGroundCLE.org) for more information!

### STAY CONNECTED

Follow your interests with the Cleveland Foundation's new quarterly Area of Impact e-newsletters, including:

- Arts and Culture
- Cleveland Black Futures Fund
- Digital Excellence
- Economic and Workforce Development
- Education
- Environment
- Leadership Development
- Neighborhood Revitalization and Engagement
- Youth Development and Social Services

Each details a depth of community information, special event invitations, grantmaking news and announcements. Sign up for these plus the Cleveland Foundation monthly e-news, Common Ground e-news and Professional Advisor quarterly e-news via [www.ClevelandFoundation.org](http://www.ClevelandFoundation.org) or contact your donor advisor.



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